



WKMG

# ORDER

Print Date 09/14/12 Page 1 of 3

Flight Dates 09/17/12-09/23/12

Contract / Revision 259064 /  
Original Date / Revision 09/14/12 09/14/12  
Advertiser POL/V Demings/D/CON/FL

Agency Adelstein Liston

Buying Contact

222 W. Ontario Street  
Suite 600  
Chicago, IL 60610

Primary Account Executive  
Harley & Abbey Beck/Driscoll

Account Executive	Order%	Start Date	End Date
Harley & Abbey Beck/Dri	100%		

Product DEMMINGS/CGRS #3223

Agency Com 15%

Billing Contact

222 W. Ontario Street  
Suite 600  
Chicago, IL 60610

Sales Office CHG

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 3223

Alt Order # 06315723

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-2

Advertiser Ref

Order Share 100% Market Value 59375

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	36	\$50,468.75	\$59,375.00	0.00
Totals	36	\$50,468.75	\$59,375.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/23/12	36	\$50,468.75	\$59,375.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/17/12	09/21/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$275.00		0.00			
E 2	WKMG	09/17/12	09/21/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$350.00		0.00			
E 3	WKMG	09/22/12	09/22/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1-					1	\$250.00		0.00			
E 4	WKMG	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/14/12

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Contract / Revision

259064

Flight Dates 09/17/12-09/23/12

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:15:00

Advertiser POL/V Demings/D/CON/FL Product DEMMINGS/CGRS #3223

Estimate # 3223

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$1,200.00		0.00			
E 5	WKMG	09/17/12	09/21/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$225.00		0.00			
E 6	WKMG	09/17/12	09/21/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$300.00		0.00			
E 7	WKMG	09/17/12	09/21/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$550.00		0.00			
E 8	WKMG	09/17/12	09/21/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$400.00		0.00			
E 9	WKMG	09/17/12	09/21/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		2				\$600.00		0.00			
E 10	WKMG	09/22/12	09/22/12	Lcl 6 Sprt Access 7-8p Local 6 Sports Access	CM	7-8p	-----1-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-		1				\$1,000.00		0.00			
E 11	WKMG	09/17/12	09/23/12	M-SU 11p News M-SU 11p News	CM	11-1135p	MTWTFSS	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTFSS		4				\$1,500.00		0.00			
E 12	WKMG	09/17/12	09/21/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-WTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-WTF--		2				\$500.00		0.00			
E 13	WKMG	09/22/12	09/22/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-		1				\$350.00		0.00			
E 14	WKMG	09/23/12	09/23/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$350.00		0.00			
E 15	WKMG	09/18/12	09/18/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1-----		1				\$10,000.00		0.00			
E 16	WKMG	09/19/12	09/19/12	Survivor 90min Premiere Survivor 90 Min Ssn Prer	CM	Wed 8p-930p	--1----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----		1				\$7,500.00		0.00			



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Contract / Revision **259064** Flight Dates **09/17/12-09/23/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:15:00

Advertiser **POL/V Demings/D/CON/FL** Product **DEMMINGS/CGRS #3223** Estimate # **3223**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	09/19/12	09/19/12	Survivor 90min Premier	CM	Wed 8p-930p	--1----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				Survivor 90 Min Ssn Pre											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--1----	1		\$7,500.00		0.00						
E 17	WKMG	09/20/12	09/20/12	Thu Prime 10p	CM	10-11p	---1---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
				Person of Interest											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---1---	1		\$8,000.00		0.00						
E 18	WKMG	09/21/12	09/21/12	Fri Prime 10p	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
				Blue Bloods											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$7,000.00		0.00						
E 19	WKMG	09/23/12	09/23/12	Sun Prime 7-8p	CM	7-8p	-----1	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
				Sun 7-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----1	1		\$9,000.00		0.00						
N 20	WKMG	09/18/12	09/18/12	M-F David Letterman	CM	1136p-1238a	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$500.00		0.00						
														Totals	36 \$59,375.00